# CONTRACT

**WCAU**
**10 Monument Road**
**Bala Cynwyd, PA 19004**
**(610) 668-5510**

www.nbcphiladelphia.com

And:

**SRCPMEDIA**
**201 NORTH UNION STREET**
**SUITE 200**
**ALEXANDRIA, VA 22314**

| Contract / Revision | Alt Order # |
|---|---|
| 334069 / | WOC10033354 |

| Product |
|---|
| **Partial Week** |

| Contract Dates | Estimate # |
|---|---|
| **09/12/12 - 09/17/12** | **259** |

| Advertiser | Original Date / Revision |
|---|---|
| **TOM SMITH FOR SENATE** | 09/07/12 / 09/10/12 |

| Billing Cycle | Billing Calendar | Cash/Trade |
|---|---|---|
| EOM/EOC | Broadcast | Cash |
| **Station** | **Account Executive** | **Sales Office** |
| **WCAU** | Aaron Zeligson | Philadelphia NS |

Special Handling

Demographic
RA35+

| IDB# | Advertiser Code | Product Code |
|---|---|---|
| | 11 | 37 |

| Agency Ref | Advertiser Ref |
|---|---|
| 66695 | 27415 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | WCAU | 09/12/12 | 09/14/12 | 5A-6A M-F NBC10 NEWS 5A | 5A-6A M-F | | :30 | | | NM | 3 | $450.00 |
| | IP | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | --WTF-- | 3 | $150.00 | | | | | | | |
| N 2 | WCAU | 09/12/12 | 09/14/12 | 6A-7A M-F | 6A-7A M-F | | :30 | | | NM | 3 | $1,275.00 |
| | IP | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | --WTF-- | 3 | $425.00 | | | | | | | |
| N 3 | WCAU | 09/12/12 | 09/14/12 | 7A-9A TODAY SHOW | 7A-9A M-F | | :30 | | | NM | 6 | $3,300.00 |
| | IP | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | --WTF-- | 6 | $550.00 | | | | | | | |
| N 4 | WCAU | 09/12/12 | 09/15/12 | 7A-9A SATURDAY | 7A-9A SA | | :30 | | | NM | 2 | $700.00 |
| | IP | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | -----S- | 2 | $350.00 | | | | | | | |
| N 5 | WCAU | 09/17/12 | 09/17/12 | 9A-10A TODAY SHOW 2 | 9A-10A M-F | | :30 | | | NM | 1 | $225.00 |
| | IP | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | M------ | 1 | $225.00 | | | | | | | |
| N 6 | WCAU | 09/12/12 | 09/16/12 | 8-10A SUNDAY | 758A-956A SUND/ | | :30 | | | NM | 2 | $800.00 |
| | IP | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | ------S | 2 | $400.00 | | | | | | | |
| N 7 | WCAU | 09/12/12 | 09/14/12 | 10A-11A TODAY SHOW 3 | 10A-11A M-F | | :30 | | | NM | 3 | $450.00 |
| | IP | | | | | | | | | | | |

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| Advertiser | Original Date / Revision |
|---|---|
| **TOM SMITH FOR SENATE** | 09/07/12 / 09/10/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Start Date / End Date / Weekdays / Spots/Week / Rate | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 3 | $150.00 | | | | | | | |
| N 8 | WCAU | 09/12/12 | 09/14/12 | 3P-4P M-F ELLEN | 3P-4P M-F | | :30 | | | NM | 3 | $900.00 |
| | IP | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 3 | $300.00 | | | | | | | |
| N 9 | WCAU | 09/12/12 | 09/14/12 | 4P-5P NBC10 NEWS | 4-5P M-F | | :30 | | | NM | 6 | $1,800.00 |
| | IP | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 6 | $300.00 | | | | | | | |
| N 10 | WCAU | 09/12/12 | 09/14/12 | 5-6P NBC10 NEWS @ 5 M-F | 5-6P M-F | | :30 | | | NM | 6 | $2,400.00 |
| | IP | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 6 | $400.00 | | | | | | | |
| N 11 | WCAU | 09/12/12 | 09/14/12 | 6P-630P NBC10 NEWS | 6P-630P M-F | | :30 | | | NM | 3 | $1,575.00 |
| | IP | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 3 | $525.00 | | | | | | | |
| N 12 | WCAU | 09/15/12 | 09/16/12 | 6P-630P SA/SU | 6P-630P SA/SU | | :30 | | | NM | 2 | $700.00 |
| | IP | | | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | - - - - - SS | 2 | $350.00 | | | | | | | |
| N 13 | WCAU | 09/12/12 | 09/14/12 | 7P-730P M-F | 7P-730P M-F | | :30 | | | NM | 2 | $1,900.00 |
| | CDR | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 2 | $950.00 | | | | | | | |
| N 14 | WCAU | 09/12/12 | 09/14/12 | 730P-8P M-F | 730P-8P M-F | | :30 | | | NM | 2 | $1,900.00 |
| | CDR | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 2 | $950.00 | | | | | | | |
| N 15 | WCAU | 09/12/12 | 09/14/12 | 11-1135P M-F LATE NEWS | 11P-1135P | | :30 | | | NM | 3 | $6,000.00 |
| | CDR | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 3 | $2,000.00 | | | | | | | |
| N 16 | WCAU | 09/12/12 | 09/14/12 | TONIGHT SHOW W/JAY LE | 1135P-107A | | :30 | | | NM | 3 | $1,275.00 |
| | IP | | | | | | | | | | | |
| Week: | 09/12/12 | 09/18/12 | - - WTF - - | 3 | $425.00 | | | | | | | |
| N 17 | WCAU | 09/12/12 | 09/12/12 | 8-10P AMER GOT TAL FINA | 8P-10P | | :30 | | | NM | 1 | $3,500.00 |
| | IP | | | | | | | | | | | |
| Week: | 09/10/12 | 09/16/12 | - - W - - - - | 1 | $3,500.00 | | | | | | | |
| N 18 | WCAU | 09/15/12 | 09/15/12 | 11-1130P LATE NEWS SAT | 11-1130P | | :30 | | | NM | 1 | $2,000.00 |
| | CDR | | | | | | | | | | | |

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| **TOM SMITH FOR SENATE** | 09/07/12 / 09/10/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays -----S- | Spots/Week 1 | Rate $2,000.00 | | | | | | |
| N 19 | WCAU | 09/17/12 | 09/17/12 | 5A-6A M-F NBC10 NEWS 5A | 5A-6A M-F | | :30 | | | NM | 1 | $175.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 1 | Rate $175.00 | | | | | | |
| N 20 | WCAU | 09/17/12 | 09/17/12 | 6A-7A M-F | 6A-7A M-F | | :30 | | | NM | 1 | $400.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 1 | Rate $400.00 | | | | | | |
| N 21 | WCAU | 09/17/12 | 09/17/12 | 7A-9A TODAY SHOW | 7A-9A M-F | | :30 | | | NM | 2 | $1,000.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 2 | Rate $500.00 | | | | | | |
| N 22 | WCAU | 09/12/12 | 09/14/12 | 9A-10A TODAY SHOW 2 | 9A-10A M-F | | :30 | | | NM | 3 | $675.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays --WTF-- | Spots/Week 3 | Rate $225.00 | | | | | | |
| N 23 | WCAU | 09/17/12 | 09/17/12 | 10A-11A TODAY SHOW 3 | 10A-11A M-F | | :30 | | | NM | 1 | $150.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 1 | Rate $150.00 | | | | | | |
| N 24 | WCAU | 09/17/12 | 09/17/12 | 3P-4P M-F ELLEN | 3P-4P M-F | | :30 | | | NM | 1 | $300.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 1 | Rate $300.00 | | | | | | |
| N 25 | WCAU | 09/17/12 | 09/17/12 | 4P-5P NBC10 NEWS | 4-5P M-F | | :30 | | | NM | 2 | $600.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 2 | Rate $300.00 | | | | | | |
| N 26 | WCAU | 09/17/12 | 09/17/12 | 5-6P NBC10 NEWS @ 5 M-F | 5-6P M-F | | :30 | | | NM | 2 | $800.00 |
| | IP | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 2 | Rate $400.00 | | | | | | |
| N 27 | WCAU | 09/17/12 | 09/17/12 | 6P-630P NBC10 NEWS | 6P-630P M-F | | :30 | | | NM | 1 | $800.00 |
| | CDR | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 1 | Rate $800.00 | | | | | | |
| N 28 | WCAU | 09/16/12 | 09/16/12 | NFL LATE NEWS | 11P-1205A | | :30 | | | NM | 1 | $2,300.00 |
| | CDR | | | | | | | | | | | |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays ------S | Spots/Week 1 | Rate $2,300.00 | | | | | | |
| N 29 | WCAU | 09/17/12 | 09/17/12 | 11-1135P M-F LATE NEWS | 11P-1135P | | :30 | | | NM | 1 | $2,300.00 |
| | CDR | | | | | | | | | | | |

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| Contract Dates | Product | Estimate # |
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| Advertiser | Original Date / Revision |
|---|---|
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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 1 | Rate $2,300.00 | | | | | | |
| N 30 | WCAU CDR | 09/17/12 | 09/17/12 | TONIGHT SHOW W/JAY LE | 1135P-107A | | :30 | | | NM | 1 | $600.00 |
| Week: | | Start Date 09/12/12 | End Date 09/18/12 | Weekdays M------ | Spots/Week 1 | Rate $600.00 | | | | | | |
| | | | | | | | | Totals | | | 69 | $41,250.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---|---|---|---|
| 08/27/12 -09/17/12 | 69 | $41,250.00 | $35,062.50 |
| Totals | 69 | $41,250.00 | $35,062.50 |

**Signature:** _____ **Date:** _____

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